

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

GENERAL ADMINISTRATION (I&PR) DEPARTMENT – Up-gradation of (6)  
posts of Regional Deputy Directors to that of Regional Joint Directors in  
Information and Public Relations Department – Orders – Issued.

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**FINANCE (SMPC) DEPARTMENT**

**G.O.Ms.No. 272**

**Dated: 09-11-2009.**

**Read the following:-**

1. From the Special Commissioner, I&PR, Hyderabad, Lr.No. 15709/  
Admn.I-1/2007, dt. 18.10.2007.
2. From the Special Commissioner, I&PR, Hyderabad, Lr.No. 15709/  
Admn.I-1/2007, dt. 02.01.2008.
3. From the Special Commissioner, I&PR, Hyderabad, Lr.No. 15709/  
Admn.I-1/2007, dt. 05.06.2008.
4. G.A. (I&PR) Dept., U.O.No. 24563/I&PR.I/A2/07-6, dt. 3.11.2009.

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**ORDER:**

The General Administration (I&PR) Department have stated that in the reference 1<sup>st</sup> to 3<sup>rd</sup> read above, the Commissioner, I & PR, Hyderabad, has informed that many of the departments are headed by Joint Director or Additional Director cadre officers at Regional Level and in many occasions, it is proved very difficult to coordinate with other departments by Regional Deputy Directors because of their lower official status. Further, the senior D.D.s have put in more than a decade of service in the department. The Regional Deputy Directors, being the zonal level officers are monitoring the work of the DPROs and touring the entire zone to supervise publicity activities under their jurisdiction. As the Joint Director or above cadre officers are the zonal level officers in almost all other departments, the Regional Deputy Directors are facing difficulties in liaisoning with them and also during the visits of VVIPs. To give better attention to Government policies and programmes, a Joint Director cadre officer can be more effective and could liaise with other departments with confidence during the visits of VVIPs.

2. Further stated that the Commissioner, I&PR, Hyderabad, has therefore, finally requested to upgrade the post of Regional Deputy Director as Regional Joint Director to confer dignity to the post. The senior most and eligible Deputy Directors would be promoted as Regional Joint Directors.

**(Contd...2)**

3. In the circumstances stated above, Government after careful examination of the matter hereby up-grade (6) posts of Regional Deputy Directors to that of Regional Joint Directors in Information and Public Relations Department, carrying the scale of pay of Rs. 14305 – 25965/- with immediate effect.

4. The General Administration (I&PR) Department shall take further necessary action accordingly.

5. Copy of this order is available on Internet and can be accessed at address "<http://www.ap.gov.in/goir>".

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**T. SATYANARAYANA RAO**  
**SECRETARY TO GOVERNMENT (R&E)**

**To**

The General Administration (I&PR) Department.

The Commissioner, Information & Public Relations, Hyderabad.

The A.G., (A&E)/Pr. A.G.(Audit-I)/A.G.(Audit-II), A.P., Hyderabad.

The Director of Treasuries & Accounts, A.P., Hyderabad.

The Pay & Accounts Officer, Hyderabad.

Copy to:

All Dy. Directors O/o D.T.O. in the State.

All District Public Relation Officers in the State.

The Finance (Expr.GAD.I) Department.

The General Admn. (Cabinet) Department.

**SF/SCs**

\\Forwarded :: By Order//

**SECTION OFFICER**